

REMARKS

The Official Action dated July 14 2005, has been carefully reviewed and the foregoing amendment has been made in response thereto. Prior to entry of the foregoing amendment claims 1 and 4 through 20 were active in the present application. Claims 1, 4-6 and 9 stand rejected under 35 U.S.C. §102(b) as being clearly anticipated by the publication titled “Net Perceptions Alters Dynamics of Marketing Industry with introduction of Net Perceptions for Call Centers.” Claims 7, 8 and 10-20 stand rejected under 35 U.S.C. §103(a) as being unpatentable over the Net Perceptions Publication in view of Andrews, “A Hidden Agenda.”

The rejections of claims 1 and 4 through 20 under 35 U.S.C. §102(b) and 35 U.S.C. §103(a) are respectfully traversed.

35 U.S.C. §102(b) Rejection of Claims 1, 4-6 and 9

Claim 1 recites a method of suggesting an interaction strategy to a customer service representative in a customer relationship management environment, said method comprising the steps of (1) maintaining an interaction repository containing customer data; (2) utilizing one or more data analysis tools comprising executable instructions to analyze said customer data to determine one or more patterns and generate a set of rules based upon said patterns; and (3) using a recommendation engine to apply said rules to a current customer interaction to recognize one or more of said patterns in said interaction and suggest an interaction strategy corresponding to said recognized patterns. The specification of the present application provides examples of the elements recited in steps 2 and 3: the recited data analysis tools may be provided by NCR Corporation’s Relationship Optimizer product; and the recited recommendation engine may be a

commercially available recommendation or rules engine provided by Net Perceptions, Inc.

A prior sale or public use of one or more individual elements of a claim cannot be an anticipation of a combination of elements – the combination itself must be shown to be in public use, on sale, or publicly disclosed more than one year prior to the effective filing date of the present application. The Net Perceptions Publication discloses pooling information from current and previous customer calls, drawing information from a database of customer information, and use of a recommendation engine in call center applications. It is not seen, however, that the Net Perceptions Publication teaches “one or more data analysis tools comprising executable instructions to analyze said customer data to determine one or more patterns and generate a set of rules based upon said patterns” as part of the Net Perceptions call center solution.

Accordingly it is believed that claim 1, as well as claims 4-6 and 9 which depend from claim 1, are not anticipated by the Net Perceptions Publication.

35 U.S.C. §103(a) Rejection of Claims 7, 8 and 10-20

Method claims 7, 8 and 10, which depend from claim 1, each include the step of “utilizing one or more data analysis tools comprising executable instructions to analyze said customer data to determine one or more patterns and generate a set of rules based upon said patterns.” Method claims 16 through 20 each include the step of “utilizing one or more data analysis tools comprising executable instructions to analyze said customer data to determine one or more patterns.” It is not seen that the Net Perceptions Publication or Andrews, taken singularly or in combination, teaches “one or more data analysis tools comprising executable instructions to analyze said customer data to determine one or more patterns.”

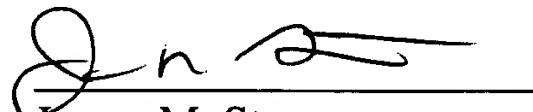
Each one of system claims 11 through 15 of the present application recites an invention which is a combination of several elements. For example, claim 11 recites an invention that includes one or more data analysis tools, and a recommendation engine. Claim 12, which depends from claim 11, further recites an interaction management application. The specification of the present application provides examples of these three elements: the recited data analysis tools may be provided by NCR Corporation's Relationship Optimizer product; the recited recommendation engine may be a commercially available recommendation or rules engine provided by Net Perceptions, Inc.; and the recited interaction management application may be provided by NCR Corporation's InterRelate product.

As stated above, a prior sale or public use of one or more individual elements of a claim cannot be an anticipation of a combination of elements – the combination itself must be shown to be in public use, on sale, or publicly disclosed more than one year prior to the effective filing date of the present application. Neither the Net Perceptions Publication, nor Andrews cited in the rejection of claims 11 through 15, includes all the elements recited in any one of claims 11 through 15. None of these cited references teaches “one or more data analysis tools comprising executable instructions for analyzing said customer data from said plurality of channels and determining one or more patterns from said data,” an element of each one of claims 11 through 15.

It is believed that claim 7, 8, and 10-20 are patentable over the cited references.

Review of the present application and claims with consideration of the foregoing comments, and reconsideration of the rejection of claims 1 and 4 through 20, are respectfully requested.

Respectfully submitted,



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